

# ORDER



**Orders**  
**Order / Rev:** 166055  
**Alt Order #:**  
**Product Desc:** Go Bond C 10/9-11/6 order  
**Estimate:**  
**Flight Dates:** 10/09/12 - 11/06/12  
**Original Date / Rev:** 11/05/12 / 11/05/12  
**Order Type:** GENERAL

**KOB**

**Primary AE:** Olivia Lawrence  
**Sales Office:** KOB  
**Sales Region:** Local

**Agency**  
**Name:** Cooney Watson & Associates  
**Buying Contact:**  
**Billing Contact:**  
 2201 San Pedro NE  
 Albuquerque, NM 87110-4133

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** GO Bonds for Higher Education Camp  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** 99  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 10/08/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	24	\$7,600.00	\$6,460.00
11/01/12	11/06/12	6	\$2,495.00	\$2,120.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$7,600.00	\$6,460.00	0.00
November 2012	6	\$2,495.00	\$2,120.75	0.00
<b>Totals</b>	<b>30</b>	<b>\$10,095.00</b>	<b>\$8,580.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KOB	20%	\$10,095.00
Market	100%	\$50,475.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	0%	\$0.00
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	0%	\$0.00
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	0%	\$0.00
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	80%	\$40,380.00

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Alt Order #:  
Flight Dates: 10/09/12 - 11/06/12

Advertiser: GO Bonds for Higher Education Campai  
Product Desc: Go Bond C 10/9-11/6 order  
Estimate: KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/09/12	11/04/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a MTWTF--	:30	2	\$175.003		0.00	NM	7	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		1		\$175.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		2		\$175.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$175.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$175.00			0.00			
2	All	10/09/12	11/04/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pMTWTF--	:30	1	\$245.003		0.00	NM	6	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--		1		\$245.00			0.00			
		Week: 10/15/12	10/21/12	MTWTF--		1		\$245.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$245.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$245.00			0.00			
3	All	10/09/12	11/04/12	Saturday Night Live Saturday Night Live	CM	Sa 1030p-1205a -----S-	:30	1	\$400.003		0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1		\$400.00			0.00			
		Week: 10/15/12	10/21/12	-----S-		1		\$400.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1		\$400.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$400.00			0.00			
4	All	10/15/12	11/06/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a MTWTF--	:30	2	\$600.002		0.00	NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		2		\$600.00			0.00			
		Week: 10/22/12	10/28/12	MTWTF--		2		\$600.00			0.00			
		Week: 10/29/12	11/04/12	MTWTF--		2		\$600.00			0.00			
		Week: 11/05/12	11/11/12	MT-----		1		\$600.00			0.00			
5	All	10/15/12	11/04/12	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p -----S-	:30	1	\$300.002		0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1		\$300.00			0.00			
		Week: 10/22/12	10/28/12	-----S-		1		\$300.00			0.00			
		Week: 10/29/12	11/04/12	-----S-		1		\$300.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	3	All	10/29/12-11/04/12	News 4 @ 630p Sat		Sa 630p-7p	-----Sa--	:30	<del>(\$300.00)</del>		0.00	NM		
				Credited										
				[News is scheduled at 5p & 530p due to Breeders Cup/ Re-order]										
6	All	10/15/12	10/28/12	Inside Edition Sunday Inside Edition Sunday	CM	Su 1035p-1105p -----S	:30	1	\$175.003		0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1		\$175.00			0.00			
		Week: 10/22/12	10/28/12	-----S		1		\$175.00			0.00			
7	All	11/05/12	11/06/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135pM-----	:30	1	\$350.002		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$350.00			0.00			
N 8	All	11/03/12	11/03/12	News 4 Special Sa 530p News 4 Special Sa 530p-6p	CM	Sa 530p-6p -----S-	:30	1	\$300.004		0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$300.00			0.00			

Order / Rev: 166055  
 Alt Order #:  
 Flight Dates: 10/09/12 - 11/06/12

Advertiser: GO Bonds for Higher Education Campaign  
 Product Desc: Go Bond C 10/9-11/6 order  
 Estimate:  
**KOB**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	All	11/03/12	11/03/12	News 4 Special Sa 530p-6p	CM	Sa 530p-6p	-----S-	:30	1	\$300.00	4	0.00	NM	0	\$0.00
News 4 Special Sa 530p-6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 All 10/29/12-11/04/12 News 4 Special Sa 530p-6p Sa 530p-6p -----Sa-- :30 <del>(\$300.00)</del> 0.00 NM Credited [did not run due to football per ops]															
N 9	All	11/06/12	11/06/12	News 4 @ Midday M-F	CM	M-F 12noon-1p	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
News 4 @ Midday M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 11/05/12 11/11/12 -T----- 1 \$300.00 0.00															
													Totals	30	\$10,095.00